



Role of Marketing Concepts in Increasing Product Competitiveness in Manufacturing Enterprises

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Abstract: In this article, the effective use of marketing concepts in increasing product competitiveness, increasing the types and sizes of products in high demand, increasing the competitiveness of goods in domestic and foreign markets, expanding the volume of exports, and gaining an advantage over competitors in the conditions of market competition of enterprises with different forms of ownership are considered.

Key words: Enterprise, market, competition, concept, efficiency, export.

Introduction. A well-thought-out economic policy is being carried out in our country. Its results are recognized worldwide, it manages to occupy prestigious positions in a number of international ratings in various fields. However, the changes taking place in the world economy, such as a sharp drop in prices in the world commodity and raw material markets, a slowdown in the growth of world trade, a decrease in the demand for our export products in the world markets, the departure of investments from developing countries and a decrease in its activity, have a negative impact on the competitiveness of our economy. can be seen doing.

In order to eliminate the effects of external negative factors mentioned above, a number of activities aimed at increasing product competitiveness in the domestic consumer goods market are being carried out.

This is confirmed by the President's Decree No. 4947 dated February 7, 2017, in paragraph 3.2 of the Strategy of Actions on the Five Priority Areas of the Development of the Republic of Uzbekistan in 2017-2021 entitled "Increase the competitiveness of products due to the deepening of structural changes, modernization and diversification of the leading sectors of the national economy" in terms of development, "...in principle, mastering new types of products and technologies, and on this basis ensuring the competitiveness of national goods in domestic and foreign markets." Based on these tasks, the head of state emphasizes the need to establish enterprises that produce products and increase the competitiveness of goods in any region of our republic.

In this regard, the adoption of the Decree of the President of the Republic of Uzbekistan "On measures to further liberalize trade and develop competition in commodity markets" will help provide producers with the necessary goods in the domestic market and develop a healthy competitive environment in the commodity market, as well as it is distinguished by the fact that it is important in ensuring the competitiveness of the manufactured products.

In fact, today's companies creating related products, if they want to find their place in the market, it is What to produce? What size should be produced? Who are we producing for? Instead, it is necessary to manage the entry of the enterprise into the market in order to solve these tasks.

These questions are important not only for newly established enterprises, but the main essence here is to control and update the types of products that are constantly being produced by the enterprise, at

the same time, to update the assortment policy in general, to update the product policy in general, and to carry out marketing research to determine the needs and requirements of consumers. request to increase

In order to do this, we need to organize the production process and offer the company's products to the market on the basis of the production, product and sales concepts developed by F. Kotler.

In our opinion, it is possible to increase the types and volumes of products in high demand produced in the country, to increase the competitiveness of goods in domestic and foreign markets, and to expand the volume of exports through the effective use of marketing concepts, i.e. production, product and sales concepts, in order to increase product competitiveness.

Research methodology. Systematic approach, abstract-logical thinking, grouping, comparison, factor analysis, selective observation methods were used in the research process

Analysis and results. The marketing concept itself is a market management method, principle, system of goals aimed at achieving a specific goal of a manufacturing enterprise and a specific activity method in the market. Businesses with different forms of ownership try to gain an advantage over competitors in market competition and use marketing concepts to do so. The formation of marketing concepts begins with the selection of a competitive advantage. The enterprise seeks to achieve its strategic goals with the help of the chosen competitive advantage.

As we know, the competitiveness of products is evaluated by indicators such as market share, demand dynamics, demand elasticity. Its factors include price-quality, efficiency of after-sales service, terms of delivery (time, type of payment, transportation costs) and consumer costs.

To increase the market share, improve the quality of products and services, the concepts of consumer-oriented marketing, production, goods, sales, traditional marketing, socio-ethical marketing and interactive marketing are used. These concepts are considered to be one of the main areas of activity for the development of goods-producing and service-providing enterprises.

The main goal of marketing is to increase the consumer value of products, to increase the number of consumers and attract them through the development of quality products.

At the same time that the innovative development stage is in force in the economy of today's country, the role of marketing activities together with measures aimed at further increasing the competitiveness of products in production enterprises becomes especially important.

The main task of marketing activities is to find, acquire and retain customers. It can be seen that the company must first make a decision about whom to serve. It is necessary to implement it by dividing the companies into segments on the basis of compatibility requirements of the manufactured products, and consumers on the basis of profitability. Today, the content of the consumer-oriented marketing concept is also distinguished by its focus on choosing a specific target segment and providing it with a high-quality, comprehensive service. In this, the role of the concept of relationship marketing with customers is also significant.

In addition to the above mentioned concepts, several modern marketing concepts are in use as the market trends are changing very rapidly.

Modern marketing concepts include:

- innovative marketing;
- holistic marketing;
- logistics marketing;
- neuromarketing;
- digital marketing;
- V2V;
- V2S;

- interactive marketing;
- sensory marketing;
- network marketing;
- relationship marketing;
- impression marketing;
- Modern marketing concepts such as CRM are included. By applying these marketing concepts, competitive products are created at the level of modern requirements, and the satisfaction of consumers' desires is achieved.

Therefore, it can be concluded from the above that in order to increase the competitiveness of manufactured products, first of all, the market situation is studied through research. Consumers divides into several different groups and identifies strategic segments, organizes the production process based on the requirements of existing and potential customers. In doing so, the enterprise effectively uses available resources, applies measures aimed at increasing the quality of products, saves production tools and achieves high results.

To date, marketing activities in manufacturing enterprises are not limited to the sale of manufactured products, but there are delays in the effective organization of activities aimed at serious study of the needs and requirements of consumers and rapid adaptation.

Therefore, it can be concluded that, based on the creation of legal regulations aimed at increasing the competitiveness of products in the country's economy, it is possible to achieve an increase in the weight of competitive products by further improving the marketing activities of production enterprises.

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